

# A STRATEGIC PLAN FOR THE CITY OF BURLINGTON, NEW JERSEY

## Maximizing the City's Opportunity Zone Designation



The City of Burlington, New Jersey  
August 2019



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# **CITY OF BURLINGTON, NEW JERSEY**

## **MAXIMIZING THE CITY'S OPPORTUNITY ZONE DESIGNATION**

### **A Strategic Plan of Project Possibilities**

August 2019 DRAFT

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#### **INTRODUCTION**

In 2017, the Federal Government authorized each of the fifty states to create Opportunity Zones under the 2017 Tax Cuts and Jobs Act. Each State worked independently to establish these zones based on the guidelines provided. Governors had until spring 2018 to work with their localities to establish and certify the zones, (*Certified Opportunity Zones*, COZs.)

In New Jersey, COZs were established in 75 cities, boroughs and townships throughout all areas of the State. The City of Burlington was one of them. These zones had to encompass low-income census tracts that generally met the following criteria, as defined in Section 45D(e) of the Federal tax code.

- Tracts in which the poverty rate is at least 20 percent; or
- Tracts in which the median family income does not exceed 80 percent of the statewide median family income if located outside of a metropolitan area; or
- Tracts in which the median family income does not exceed 80 percent of the statewide median family income or the metropolitan area median family income, whichever is higher.

The intent of the Opportunity Zone is to stimulate economic development and job creation by incentivizing long-term investments in designated low-income neighborhoods through preferential tax treatment. There are a number of ways that these tax benefits can accrue to investors.

First, investors can defer tax on any prior gains invested in a *Qualified Opportunity Fund* (QOF) until the earlier of the date on which the investment in a QOF is sold or exchanged, or December 31, 2026. If the QOF investment is held for longer than 5 years, there is a 10% exclusion of the deferred gain. If held for more than 7 years, the 10% becomes 15%. Second, if the investor holds the investment in the Opportunity Fund for at least ten years, the investor is eligible for an increase in basis of the QOF investment equal to its fair market value on the date that the QOF investment is sold or exchanged. A Qualified Opportunity Fund is an investment vehicle that is set up as either a partnership or corporation for investing in eligible property that is located in a Qualified Opportunity Zone.



## **Burlington City's Opportunity Zone**

The area of Burlington City included in the Opportunity Zone encompasses part of the City's downtown and the neighborhood known locally as "New Yorkshire". The Zone is bounded on the north by the Delaware River; on the west by High Street; on the south by northbound U.S. Route 130; and on the east by the Assiscunk Creek. Map 1 on the following page illustrates the location of the COZ.

## **The Purpose of this Strategic Plan**

Burlington City officials want to maximize the value of the Opportunity Zone designation. This means taking advantage of the funding and reinvestment possibilities that could occur in the zone. In speaking with its advisory team, it was determined that the best way to accomplish this would be to profile the characteristics of the zone and to determine the range of uses that both City officials and residents would like to see developed there.

In April 2019, the City engaged Triad Associates to prepare this strategy. Following this brief introduction, the plan consists of three sections. Section 1 describes the location and characteristics of the COZ in detail and identifies various sites and locations where Opportunity Zone funded projects might be developed. Section 2 outlines the range of projects that would be acceptable on the identified sites. This inventory of projects was created through meetings with the City Council, City staff, and the people and residents who live, work, or own property in the Zone. Section 3 then identifies the next steps in the Zone development process and how the City might market its Opportunity Zone possibilities to investors and developers.

Investment in Opportunity Zones is an extremely competitive process. Municipalities must position themselves as aggressively as possible in order to attract investors. That means small communities such as the City of Burlington must clearly define its assets, its market, its investment advantages, and its commitment to working with developers and investors to take maximum advantage of its Opportunity Zone designation.

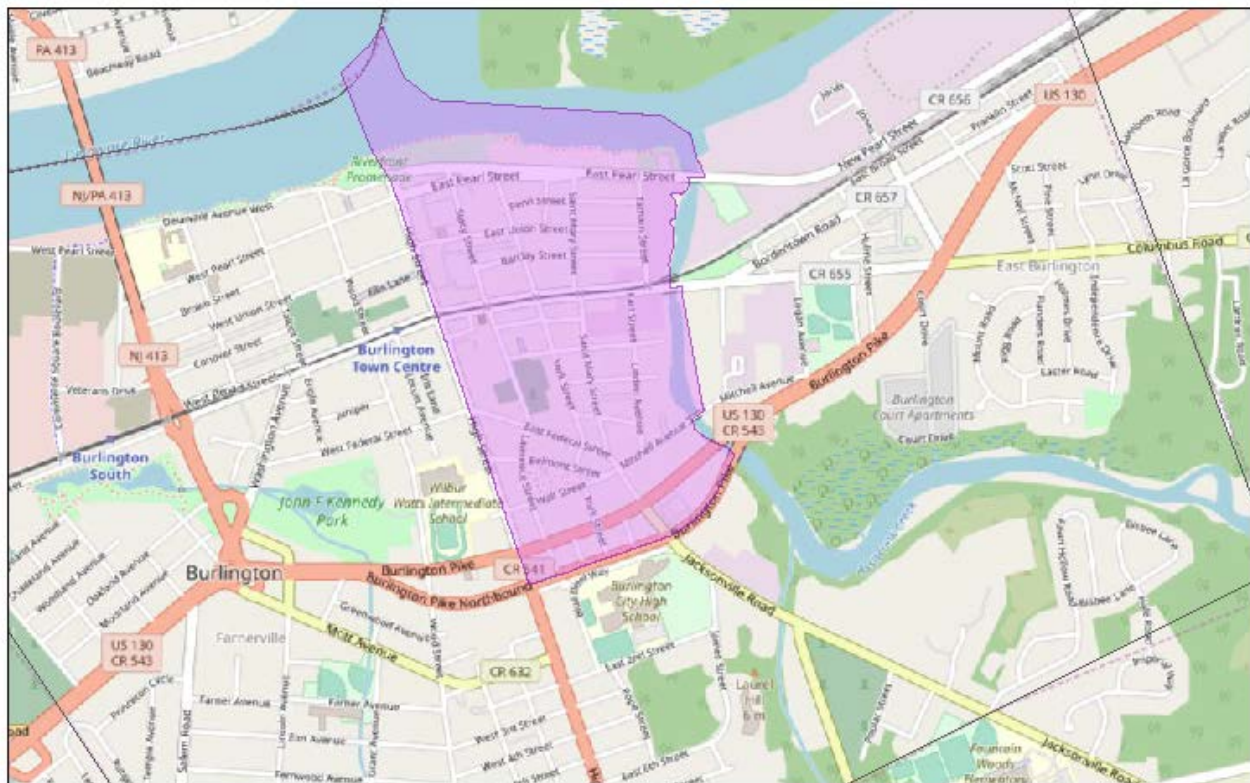
The findings of this strategic plan seek to outline the City's assets and advantages. The document will also define the Opportunity Zone development process. This is important so that potential investors see the benefits of the Zone and the commitment that the City is bringing to the development process to make it easy and attractive.






## MAP 1

### City of Burlington Opportunity Zone Boundary



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 Opportunity Zones  Municipalities  
 Counties

1:18,056  
0 0.1 0.2 0.4 mi  
0 0.17 0.35 0.7 km

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Map data © OpenStreetMap contributors, CC-BY-SA | NJ Office of Information Technology, Office of GIS (NJOGIS) | New Jersey Office of Information Technology (NJGIT), Office of Geographic Information Systems | NJDEP | Source location points created and



## Section 1

# OPPORTUNITY ZONE CHARACTERISTICS AND CONDITIONS

### **The Burlington Opportunity Zone in Context**

The City of Burlington is located in Burlington County, New Jersey, in close proximity to Trenton and Philadelphia. It was founded in 1677 and originally served as the capital of West Jersey until East and West Jersey were combined into a single “crown colony.” The City rapidly developed into one of the region’s dominant commercial centers. By the 19<sup>th</sup> century, the City was home to a number of large ship building, food processing and shoe manufacturing industries. The City has two nationally designated historic districts – the High Street and the Burlington Historic Districts – both of which are adjacent to the COZ.

According to the most recent estimates, the City’s population is approximately 9,884 persons, (U.S. Census 2018). Of this number, some 2,800 persons or 28% of City residents live within the designated COZ. Table 1 below offers a comparison of economic and demographic statistics for the City of Burlington and the designated Opportunity Zone.

**Table 1**  
**City and Opportunity Zone Comparative Statistics**

CHARACTERISTIC	CITY OF BURLINGTON	OPPORTUNITY ZONE
Population Count	9,884	2,800
Number of Housing Units	4,679	1,228
Percentage of Rental Units	31%	57%
Median Household Income	\$50,709	\$39,125
Percentage of Individuals Living in Poverty	14%	>35% <sup>1</sup>
Percentage of Minority Population	41%	68%
Number of Businesses	446	158
Number of Employees	3,796	1,262

*Source: 2018 ESRI and 2017/18 ACS, U.S. Census*

The City’s Opportunity Zone encompasses approximately 50 tax blocks and 1,074 lots. The great majority of these properties are privately owned. However, the City owns 171 of them. This level of public ownership provides a place to begin assessing the development opportunities around which the City would have maximum control and which might provide a relatively simple approval and permitting process for any interested developer. Map 2 illustrates the City owned properties within the Opportunity Zone.

<sup>1</sup> Estimate based on the percentage of households in the COZ earning less than \$25,000 per year.



## MAP 2

### City Owned Property in the Opportunity Zone



As can be seen from this map, much of the large concentrations of City owned land is located in three areas:

- The Riverfront
- The New Yorkshire Neighborhood
- North High Street

**The Riverfront.** The Riverfront area of Burlington City is a beautiful promenade and park which offers exceptional views of the Burlington Bristol Bridge, the historic town of Bristol, Pennsylvania, and numerous recreational venues. While there is a significant amount of municipally owned land in the area, much of the vacant land near the riverfront is being developed for the Pearl Pointe Apartment Complex. This market rate housing project will be completed in 2021 and will dramatically enhance housing opportunities in the community. It will provide upscale housing for families, young professionals, and seniors who are seeking residences in







proximity to transit, shopping, fine dining, and the other amenities that historic Burlington has to offer.

**The New Yorkshire Neighborhood.** Much of the New Yorkshire Neighborhood represents the most distressed residential areas in the City. The neighborhoods along and immediately north of East Federal Street are locations where wholesale residential redevelopment is needed. Many of the publicly owned lots are small and serve as pocket parks, playgrounds, small parking areas and other uses not particularly suited for large scale redevelopment. This area is also home to the public works garage, the former PSEG substation, and a publicly owned parking lot. This cluster of land is one of the largest such publicly owned areas of the New Yorkshire Neighborhood. There are smaller, municipally owned residential properties which could be combined to offer some redevelopment possibilities.



**North High Street.** Between North High Street and Stacy Street, there are a couple of large publicly owned lots currently used for parking. They serve the restaurants, shops, and other commercial and service establishments located on this busy shopping corridor. North High Street is also the location of the New Jersey Armory, a facility that has been offered to the City for purchase.



Other locations in the Zone where there exist significant redevelopment opportunities include:

**Route 130 Corridor.** The corridor along U.S. Route 130 contains the typical uses found along almost any commercial artery. These include auto dealers, convenience stores, and personal services. While much of the property along Route 130 is privately owned, there are opportunities – particularly between the north and south bound lanes for acquisition and redevelopment.

**Northeastern Corner of the City.** As is the case with North High Street, there are some small, City-owned parking lots located there along with an old, adjacent commercial





structure, which is currently for sale and which may offer some redevelopment possibilities. This type of property consolidation is typical of the opportunities that exist in the City for redevelopment and investment.

### **Market Characteristics and Trends**

The City of Burlington has received a number of large and exciting project proposals recently indicating considerable interest in the development potential of this community. A summary of the major proposals, some of which are under construction, is as follows:

#### **Amazon Fulfillment Center**

Location: 501 East Pearl Street

Use: 1,085,000 square foot warehouse

Jobs: 600 full-time jobs projected and 200 part-time seasonal jobs

Anticipated opening date: August, 2019

Developer: Matrix Burlington River Road North

Urban Renewal, LLC



#### **Pearl Pointe**

Location: High Street and East/West Pearl Boulevard

Use: 183 apartments in two mid-rise buildings plus restaurant and commercial space consisting of 7,630 square feet in Building A

Status: Site work and footings under construction for Building 'A'

Anticipated opening date: Building A (fall of 2020); Building B (fall of 2021)

Developer: Peron Pearl Pointe, LLC

#### **Burlington Dream**

Location: McNeal Mansion Redevelopment Project Atrea (26-acre parcel adjacent to and south of Amazon Fulfillment Center)

Use: Proposed mixed-use development including indoor water park, 200+ room hotel, refurbishing of industrial buildings for arts-related and commercial uses; medium density housing.

Status: In preliminary planning and due diligence phase. (See attached Power Point presentation)

Developer: ROI Management, LLC

#### **Riverwalk Station:**

Location: Commerce Square Redevelopment Area (62-acre parcel at the base of the Burlington-Bristol Bridge)

Use: 700 to 1,100 apartments with a 5% set-aside for low-income families.

Status: In preliminary planning and due diligence phase

Developer: Riverwalk Station Development Associates, LLC, (a joint venture between The Slokker Group and The Landmark Companies)



## **The NJ Transit River Line and the COZ's Connection with Public Transportation**

The River Line is a light rail transit system running from Camden to Trenton. The system serves 12 communities and 21 station stops. The train stops at two stations in Burlington City – one at the Towne Center and one in South Burlington. The transit line dissects the Opportunity Zone, with the Towne Center station located just west of the Zone's boundary.



Ridership ranges from 7,000 to 9,000 passengers on a given weekday. The River Line makes connections with the PATCO (Philadelphia to Lindenwald, NJ) High Speed Line in Camden and with NJ Transit's Atlantic City to Philadelphia Rail Line in Pennsauken. The Towne Center Station makes connections with the NJ Transit 409 and 413 bus lines which provide service to Mt. Holly, Camden, Trenton, Philadelphia and other nearby communities.

A case study sponsored by AASHTO, the American Association of State Highway and Transportation Officials and prepared by *EconWorks* outlines the impact of the light rail network on those communities being served by the line. An excerpt from that study follows:

*The significant number of housing units that have been built along the River Line attracted big box stores, such as Walmart, and supporting retail businesses in the area. More than 80% of the jobs created as a direct result of the River Line were at retail businesses. In addition, many developers have shown significant interest in vacant and underutilized properties in municipalities throughout Burlington County. Other municipalities, especially those with little or no undeveloped land, have experienced less development since the River Line opened.*

*According to the housing authorization data available from the New Jersey Department of Community Affairs, the growth in construction permits along the River Line corridor between 2000 and 2007 was greater than the rate of growth in permits for the state overall (0.4% growth rate for the corridor compared to 0.15% for the State).*

*Additionally, between the time when the project was announced and 2009, five years after the River Line opened, owners of residential units in lower-income census tracts near the River Line stations saw net increases (as high as 70%) in the value of their homes. Real estate professionals largely agree that the transit line is in part responsible for the increase in property values.*

*For the real estate industry, the River Line has been an important marketing tool to sell residential units that have been built near stations, especially units designed to appeal to young professionals. The River Line was a*



factor in a developer's decision to build 38 two and three story townhouses in Burlington City. The redevelopment of two former knitting mills located between Riverside's town center and the train station into 65 residential condos is another example of River Line impacts.

The opening of the River Line also encouraged the establishment of many small businesses. For example, Riverton's River Line Inn (five guest rooms) opened after the Line started service to accommodate the growth in tourism within the riverside cities.

Overall, around 1,000 jobs have been created around the stations between the opening of the line and 2009, and an estimated 630 of these were a direct result of the River Line project. As mentioned earlier, more than 80% of these jobs are in retail businesses while manufacturing and office jobs account for the remaining 20% of jobs.<sup>2</sup>

These figures have obviously increased since the AASHTO Study was completed almost a decade ago as evident from the impressive inventory of development projects in Burlington City. The bottom line is that the River Line has been and continues to be a significant catalyst for growth and development within the transit corridor.

### Traffic Counts

Not only does the Opportunity Zone have access to outstanding public transit connections, it is also accessible from a number of major highways. As noted and shown on Map 1, U.S.



Route 130 forms the southern boundary of the Zone. Route 130 is an approximately 90 -mile, four lane highway, linking Interstate 295 in the south with U.S. Route 1 in the north.

Burlington City is also easily linked with I-295 and ultimately the regional Interstate Highway System through various other highway connections. This makes Philadelphia, New York, and destinations in the Mid-Atlantic Region easily accessible, and was ***one of the***

***reasons Amazon chose to locate a regional distribution center in Burlington City.*** This new, 1,000,000 sq. ft. fulfillment center is located at the former site of the U.S. Pipe and Foundry property off Pearl Street along the Delaware River.

Traffic counts within the City and proximate to the Opportunity Zone show the level of commerce accessible to potential development opportunities within the Zone.

Table 2

<sup>2</sup> EconWorks Case Study, [https://planningtools.transportation.org/290/view-case-study.html?case\\_id=168](https://planningtools.transportation.org/290/view-case-study.html?case_id=168)



### Traffic Counts in and Around the Opportunity Zone

LOCATION OF TRAFFIC COUNT	AVERAGE NUMBER OF VEHICLES PER DAY
Southbound U.S. Route 130	37,500
Northbound U.S. Route 130	32,800
High Street at Pearl Boulevard	23,100
High Street, South of Federal Street	8,500
East Broad Street	4,500

Source: ESRI, NJ DOT

### The Local and Regional Market – Spending Patterns and Demographics

When considering investment in a community, there are several different markets that must be analyzed. The potential for residential development, for example, must assess income ranges of the local and regional population to determine the pricing of rental or owner occupied housing. Retail investment can focus on the “convenience market” which might encompass a five to ten minute drive, or the larger market, which might encompass twenty to thirty minutes depending on the nature of the retail service. Map 2 on the following page illustrates the geographic reach of those drive times.

Other demographic and economic conditions also help to characterize market trends. The following is a summary of those indicators.

#### Population Trends

Unlike many small urban communities, the City of Burlington has seen modest increases in population over the past two decades. Within the drive time markets, the rates of population growth are even greater. Clearly, the City has access to a large and growing urban and suburban market that is well within a reasonable commute to Philadelphia and many employment centers throughout the Central New Jersey Region. These trends are expected to continue as new residential development and reinvestment occurs throughout the City. Table 3 on the following page highlights these trends.



Table 3





### Population Growth in the City of Burlington 2000-2023

POPULATION	2000	2010	2018	2023
Population Count for City of Burlington	9,736	9,920	9,971	10,027
Percentage Change		1.9%	0.5%	0.6%
Population Count within 10 Minute Drive Time	43,459	46,597	47,299	47,841
Percentage Change		7.2%	1.5%	1.2%
Population Count within 20 Minute Drive Time	339,271	354,704	360,705	365,737
Percentage Change		4.3%	1.7%	1.4%
Population Count within 30 Minute Drive Time	1,289,517	1,333,286	1,359,605	1,376,384
Percentage Change		3.4%	2.0%	1.2%

Source: U.S. Bureau of the Census, ESRI 2018 Forecast

### Household and Disposable Incomes

Median household incomes within the three, drive-time markets average about 20% or more than the national median. Median household income in the United States is \$58,100 (2018 estimate). The same is true of median disposable income, which is in the range of \$54,000 throughout the various drive time markets. Again, this is well above the national median.

### Consumer Spending Patterns

Related to a community's income and certainly the desirability of a location for investment (in this case the Opportunity Zone) are the spending patterns of local and regional consumers. In the case of the Burlington City market, consumer spending is at or significantly greater than the national average in all the key sectors. The following table offers an overview of these patterns.

The percentages in each of the categories represent the typical levels of spending over the national averages. So, for example, households in the three drive-time markets associated with Burlington City, inclusive of the Opportunity Zone, bought or leased a new vehicle at a rate 10% higher than the national median. Table 4 illustrates a selection of the more substantial categories of consumer spending where the deviation over and above the national norm is apparent.



**Table 4**  
**Consumer Spending Patterns**

SELECTED CATEGORY OF CONSUMER SPENDING OR OTHER HOUSEHOLD CHARACTERISTIC	PERCENT ABOVE NATIONAL AVERAGE		
	10 Minute Drive Time	20 Minute Drive Time	30 Minute Drive Time
Household Bought or Leased a New Vehicle within Last 12 Months	10%	14%	10%
3 or More Cell Phones per Household	11%	9%	6%
Has a Home Mortgage	14%	20%	9%
Owns Shares in Mutual Funds	16%	31%	27%
Average Monthly Credit Card Expenditures Greater than \$1,000	8%	14%	14%
Dined Out in Last 12 Months	6%	11%	5%
Household has Fiber Optic Cable	39%	49%	50%
Spent More than \$3,000 on Domestic Vacation in Last 12 Months	21%	13%	19%
Spent \$1,000 to \$1,499 on Most Recent Home Computer	12%	18%	13%
Attended Live Theater in Last Twelve Months	8%	14%	12%

Source: ESRI, Retail Market Potential, 2018

### Workforce Characteristics

The Burlington City region has access to some of the most educated and highly skilled workforces in the nation. According to the U.S. Census, the population of the region<sup>3</sup> 25 years and older has a high school education level of 93.4% which is 6.1% higher than the national average. The college education level is 5.9% greater. The larger region has a labor force that is experienced in technology, pharmaceutical, scientific, and a wide range of both skilled and semi-skilled labor.

### SUMMARY

This brief demographic analysis illustrates how well positioned the City of Burlington is for future investment. The Opportunity Zone provides a multitude of investment and redevelopment potential for residential, commercial, and mixed uses. The strengths of the area are summarized as follows:

**Location, Location, Location** ... the old real estate adage sums up one of Burlington City's most significant strengths. Situated between Philadelphia and Trenton and easily accessible to New York City and the greater northeast region, Burlington offers an ideal opportunity for a range of new investment. Clearly this is evident by virtue of the new Amazon Fulfillment Center, the new upscale Pearl Pointe housing project, the Burlington Dream proposal, and the other major investments underway.

**Access Advantages are also Significant.** Whether it is via public transit on the NJ Transit River Line, or via connections to Amtrak (in Trenton or Philadelphia) or bus service to destinations throughout the region, the City has ample access through public transportation to places of employment and locations from which to draw employment.

**The Local and Regional Market.** Burlington City has access to one of the largest markets in the United States. It is a market with a growing population and one in which incomes exceed the national average. It is

<sup>3</sup> Burlington City, 2017 estimate, U.S. Bureau of the Census



also a market that is in close proximity to many of the region's technology clusters in greater Philadelphia, the pharma clusters of central and northern New Jersey, and the many and varied employment centers in suburban New York. It is also gaining significance as a major distribution center. The regional *Amazon Distribution Center*, located along the Delaware River will attract new employment and ancillary business development to the region.

**Available Locations.** Aside from what might be acquired through a willing seller, willing buyer arrangement, there are several locations within the City that could be promoted for Opportunity Zone funding and investment. These include the NJ Armory site, parking lots in two locations within the City, and clusters of municipally owned residential properties in New Yorkshire.

**Strong Investment Potential.** Clearly, with the number of large projects under construction in and around the City the investment potential is evident.

**Consumer Purchasing Power** is high, with greater than average consumer purchases in most retail and service sectors and higher than average disposable income levels.

**A Committed Municipal Government.** Burlington City's Mayor and City Council is strongly committed to new investment and development. They have identified the City's Community Development Director, William Harris, as the point of contact for all Opportunity Zone projects. Mr. Harris is available to work directly with interested investors to move projects through the review and approval process; identify additional project funding and resources; and ensure good channels of communication with local, State and other officials.

DRAFT



## Section 2

### ASSESSING ACCEPTABLE PROJECTS AND INITIATIVES

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Through a combination of field work and discussions with City officials, several properties within the Opportunity Zone were identified that have the potential for redevelopment. While there are many municipally and publicly owned properties in the Opportunity Zone, this report focuses only on those that are large enough to accommodate a significant new investment. The reason that large projects are the focus of this analysis is because projects must be of a certain size and cost in order to make Opportunity Zone funding feasible. There are significant costs to the investor to use financing from an Opportunity Zone fund, so the project must generate a level of revenue that offsets the cost of this funding.

It is important to stress that the concepts and proposals included on the following pages are suggestions of the types of initiatives that might be possible. There may well be other ideas that come from the residents and city officials or from the development community interested in the identified sites.

There are seven (7) general site locations that are included in this inventory. Most of these sites involve multiple lots. In some cases these lots will have to be consolidated by the City or a developer in order to market them and/or propose and construct a project. The seven sites include the following:

1. The Public Parking Lot located between High and Stacey Streets
2. The Public Parking Lot and Adjacent Property on Tatham Street
3. A Series of Municipal Lots at Clarkson Street and Linen Avenue, Currently Proposed for Senior Housing
4. The New Jersey Armory Property just off of High Street
5. The Public Works and PSEG Property on East Federal Street
6. Cluster of Residential Lots in New Yorkshire Neighborhood
7. Redevelopment of the U.S. Route 130 Corridor

The following pages provide an overview of each of these potential project locations. Each page includes a map illustrating the site location, information on the site block/lot(s); and a short narrative on the project possibilities that could be financed with Opportunity Zone Funds at each of these locations.





## **SITE DESCRIPTION #1**

This municipally owned lot is currently used for public parking. It is located between High Street and Stacy Street.

**Block/Lot Numbers:** 135/73

**Approximate Acreage:** 2.28 ac.

**Zoning:** In RP-1 Redevelopment Area

## **REDEVELOPMENT POTENTIAL**

These properties are situated just off of High Street, one of the City's busiest commercial arteries with up to 23,000 vehicle trips daily. It is also located a short walk from the New Jersey Transit's River Line (light rail) "Towne Center" Stop and just blocks from the recreational facilities along the Delaware River Waterfront.

Parking is obviously an important and necessary use of this site. The current parking lot serves all of the business along High Street and many of the other retail and services uses in that part of the City.

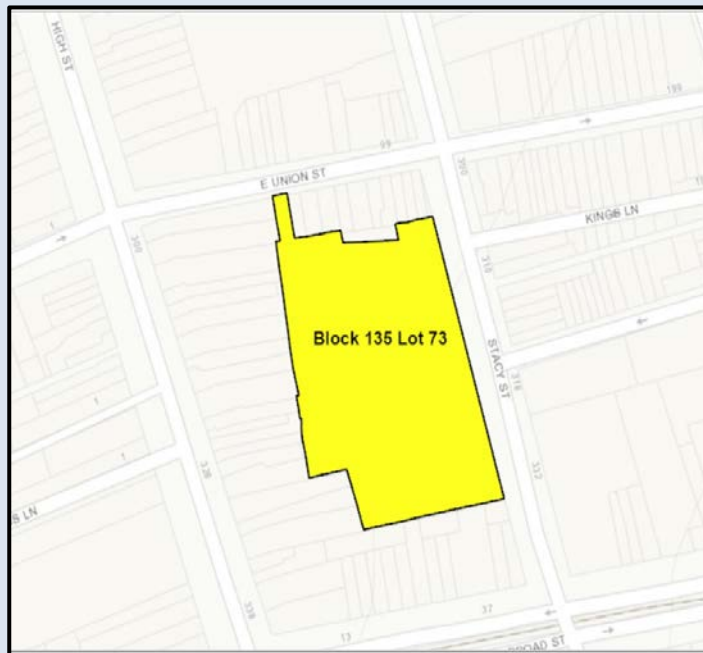
Any future proposal for the reuse of the property must provide for sufficient spaces to meet the needs of the business community as well as the prospective tenants associated with the new project proposal.

To accommodate those needs and provide a possibility for redevelopment and reuse, a covered, ground level parking area with residential units on the second floor and above is envisioned as one possible use. The photo on the right illustrates this concept.

Because the property is in one of the City's Redevelopment Areas, there is considerable flexibility associated with the type, density and design of any new use proposed. The desire of the City and residents is to see uses proposed that will bring new vitality to the downtown and the High Street Corridor and, if it is a residential project, ones that will offer a range of living space for the City's growing population.

If interested, please contact William Harris, Director of Housing & Community Development Dept. at (609-386-0200 ext. 130

## **MUNICIPALLY OWNED PROPERTY ON STACY STREET**



By providing ground level parking underneath any new use proposed use for this site, the prospective project will retain the parking capacity that exists now for the businesses and other uses in the neighborhood, while also providing needed parking for the tenants of the new project. A parking study should be required in conjunction with any new project proposal to ensure that these valuable spaces are retained.



## **SITE DESCRIPTION #2**

The site includes a city owned lot used for parking, as well as a larger privately-owned property currently for sale. The property contains an existing structure. The owners of the site in the past have expressed an interest in selling the property for development.

**Block/Lot Numbers:** 127/1,2.01  
127/2 (city-owned)

**Approximate Acreage:** 2.5837 ac (total)

**Zoning:** In RP-1 and RP-3 Redevelopment Areas

## **REDEVELOPMENT POTENTIAL**

While some type of mixed use – residential and commercial – might be viable at the Stacey Street lots, at this location residential reuse seems the most appropriate possibility.

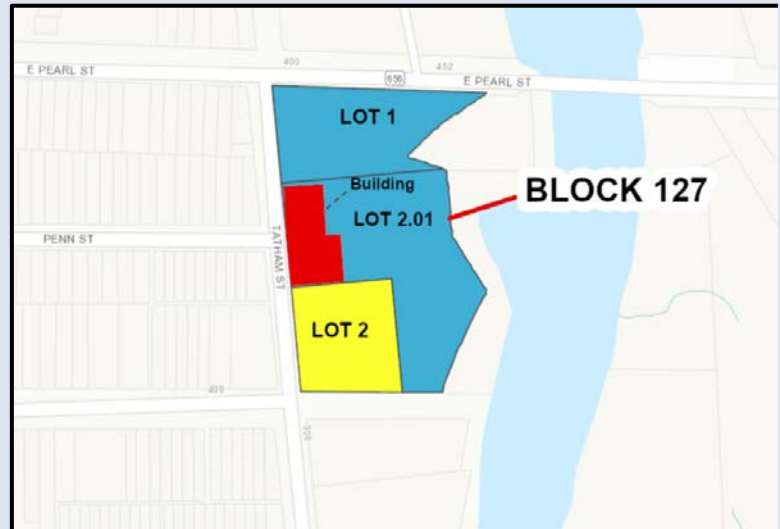
This part of the City is part of the old, well established Historic Yorkshire neighborhood. Any reuse has to be compatible in scale and design with the existing character of the area. It is a desirable location, given its proximity to the waterfront, the adjacent stream corridor, and access to the regional highway network.

Its location in Redevelopment Areas RP-1 and RP-3 also affords the developer, city and local residents the ability to negotiate aspects of the project such as density, parking, design and other issues that may raise concerns among residents and stakeholders.

Any reuse of this location also involves a need for parking. Because it is a smaller grouping of properties than the large publicly owned lots on Stacey Street, the construction costs associated with providing full, ground level parking as part of a new residential development may not be feasible. However, there will be a need to ensure that adequate on-street and off-street parking in the area exists for present and future residents. There may also be setback and other requirements associated with the adjacent Assiscunk Creek.

If interested, please contact William Harris, Director of Housing & Community Development Dept. at (609-386-0200 ext. 130

### **Small parking lot and For Sale Industrial Site Tatham St (from East Pearl St to Union St)**



This photo is NOT intended to define a specific style of townhome, but to represent the type of development that may be feasible at this site.





### **SITE DESCRIPTION #3**

This site of the former State Armory is State-owned and uninhabited on High Street between Belmont and Wall Streets.

**Block/Lot Numbers:** 156/11

**Approximate Acreage:** 1.15 ac.

**Zoning:** In RP-1 and RP-8 Redevelopment Areas

### **REDEVELOPMENT POTENTIAL**

The New Jersey Armory site has been offered for sale to the City. This site has a prime location close to City Hall and the busy High Street corridor. Its proximity to the heart of City government offers a couple possibilities.

- 1) The first possibility is that the site becomes part of the municipal complex. Perhaps it could be swapped with some other publicly owned site or use in the City. The swapped site could then be made available for an alternative reuse. One such possibility might be relocating the current public works complex to the Armory site and making the public works property, along with the City-owned (former) PSEG substation, available for private development. There may be other such possibilities available. This is only one such suggestion.
- 2) Another possibility might involve the City purchasing the Armory property, following due diligence by the State to ensure that there is no site contamination or other hazard associated with it, tearing down the structures, or selling them “as is” to an interested buyer. Proximity to City Hall and High Street provides a range of professional service, retail, and other possibilities.

The number of potential sites in the heart of the City that can be redeveloped and financed using Opportunity Zone funding is rare. That is what makes this property so interesting. Like the other properties profiled in this summary, the Armory site is located in RP-1 and RP-8 Redevelopment Areas.

If interested, please contact William Harris, Director of Housing & Community Development Dept. at (609-386-0200 ext. 130

### **FORMER ARMORY SITE**

**559 High Street**



**This former Armory site, just off of High Street, has various possibilities for acquisition and redevelopment**



#### **SITE DESCRIPTION #4**

These municipally owned lots are currently vacant. They are located at the southwest corner of Clarkson Street and Linden Avenue

**Block/Lot Numbers:** 141/8,9,11-17  
(potentially privately-owned Lot 10)

**Approximate Acreage:** 0.699 ac.

**Zoning:** In RP-1 and RP-8 Redevelopment Areas

#### **REDEVELOPMENT POTENTIAL**

The City anticipates that this development will consist of approximately 50 affordable senior apartments as proposed in the New Yorkshire Redevelopment Plan (NYR) which will be restricted to individuals or households aged 55 and over. The City's objective is to facilitate the development of senior affordable rental housing which complements in size, design, and scale the character of the City and the adjacent neighborhood.

However, it should be noted that on December 21, 2017, FEMA issued a revised Flood Insurance Rate Map which raised the base Flood Hazard Elevation for the subject property to eleven (11) feet. While ground floor retail space may still be desirable, the FEMA guidelines may limit the use of this space to things such as off-street parking, storage, trash enclosures, elevator enclosure, etc., for the residents.

The City is seeking proposals for residential development that includes affordable senior rental housing along with off-street parking, landscaped areas, community space, outdoor recreation space and stormwater detention facilities. The rental housing units shall be developed and managed in conformance with the rules and regulations of New Jersey Administrative Code sections N.J.A.C. 5:97) and, if applicable, N.J.A.C. 5:80-26.1, et seq.

If interested, please contact William Harris, Director of Housing & Community Development Dept. at (609-386-0200 ext. 130

#### **MUNICIPALLY OWNED LOTS at Clarkson Street and Linden Avenue**



**The City is seeking a developer to construct senior housing at this site. This rendering is an example of a design as depicted in the New Yorkshire Neighborhood Redevelopment Plan.**





## **SITE DESCRIPTION #5**

These city-owned sites, contain the current Public Works Garage and Parking lot, as well as the former PSEG building at southwest corner of Federal and Wall Streets.

**Block/Lot Numbers:** 149/13-21  
153/10-19  
160/8,26-30,31.01,32.01

**Approximate Acreage:** Garage 0.6280 Ac.  
Parking Lot-0.2967 ac.  
PSEG 0.5869 ac.

**Zoning:** In RP-1 and RP-8 Redevelopment Areas

## **REDEVELOPMENT POTENTIAL**

### **The Former PSEG Property**

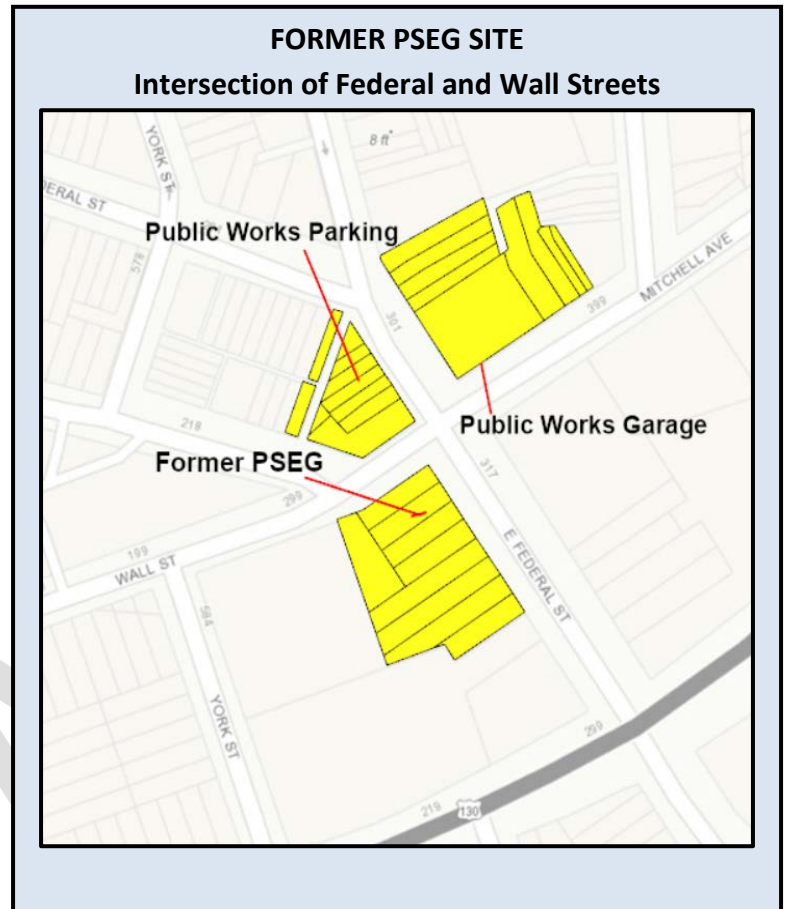
The former PSEG site is comprised of several lots located one block from U.S. Route 130, a high volume regional highway. The site is located in close proximity to several public transit services. There are bus stops along Federal Street and East Broad Street as well as the "River Line," Light Rail Station located approximately a half a mile away on West Broad Street. The property consists of a fenced in parking area and an old building currently used to house public works supplies and other inventory.

### **The Public Works Property**

The Public Works property is located across the street from the former PSEG site. It consists of a garage and parking lot located on separate parcels of land. In addition, there is a small triangularly shaped vacant lot at the intersection of Belmont and Wall Streets.

**Options:** If the Public Works Garage was relocated, the PSEG parcels, the Public Works site, the parking lot and the vacant land at Belmont and Wall Streets could be combined into one available parcel. This would be of a sufficient size to accommodate a mixed use project that might combine professional office space with retail and residential uses. Another option might be to retain the Public Works Garage at its current location, demolish the former PSEG building and use that space as the parking lot and storage facility for Public Works. That would free up the current Public Works parking lot for development. Both options might involve a reconfiguration of the road network in this part of the neighborhood to accommodate the consolidation of lots.

If interested, please contact William Harris, Director of Housing & Community Development Dept. at (609-386-0200 ext. 130



The PSEG site on the right has known contamination which will have to be addressed by any site developer or site proposal. Together with the Public Works garage and parking area, the collection of lots (shown above) has potential as one single redevelopment project site. The "options" narrative to the left outlines some of the possibilities.



## **SITE DESCRIPTION #6**

The map to the right shows publicly- owned property in the New Yorkshire Neighborhood, most of the properties are vacant lots.

**Zoning:** In RP-1 and RP-8 Redevelopment Areas

## **REDEVELOPMENT POTENTIAL**

In the heart of the New Yorkshire Neighborhood, there are a number of small lots which are publicly owned. Some of these lots are vacant. Others have homes on them. Others still are used for parking or some other public purpose.

One redevelopment possibility might involve acquiring a cluster of these lots along with some of the privately-owned properties in order to assemble an entire city block of land that could then be completely redeveloped. The map on the right illustrates one of the possible locations where this type of acquisition and redevelopment might be possible. Opportunity Zone financing can be used to assemble property needed for redevelopment purposes.

Because this is one of the more economically distressed areas in the City and the New Yorkshire Neighborhood, any new residential proposal should be targeted for affordable housing that would be made available to City residents.

The photo on the right is not intended to prescribe the precise design of such housing, but rather to depict townhouse development, which would be the desired use for such a project. A developer might have an opportunity to acquire a sufficient number of properties to revitalize an entire neighborhood.

As in the case with all projects in the redevelopment zone, project proposals would come before the City where the design, density and intent of the project would be negotiated.

If interested, please contact William Harris, Director of Housing & Community Development Dept. at (609-386-0200 ext. 130

## **Residential Cluster Option**

### **New Yorkshire**



The photo above is an example of a row home redevelopment project that might complement the character of the existing homes in the New Yorkshire Neighborhood. This is an example only, (from *bestingnesting*), and is not intended to depict density, design, or scale. Any plan for residential redevelopment would have to have City review and approval.





## **SUMMARY**

Section 2 of this document offers some ideas and possible locations for redevelopment to take advantage of Opportunity Zone designation and the use of Opportunity Zone financing. It needs to be stressed again, that these are concepts only. They are not intended to represent the universe of all possibilities. But, they do suggest possible uses that may garner interest from developers and the support of the local community.

DRAFT